## Strategic Goals: Performance Analysis and Key Takeaways

#### **Introduction to Strategic Goal Discussions**

The following discussions of the five strategic goals, which receive funding through State Operations, present a holistic perspective of the resources and performance for each of the 39 strategic priorities associated with the seven strategic goals (as described earlier, strategic goals 3 and 5 are included in the Foreign Operations volume of the Department's Congressional Budget Justification), along with a discussion of progress made and challenges that remain. In order to provide a full picture of the results achieved by the Department, each goal discussion includes a table listing all the related strategic priorities, performance indicators, and ratings. The goal sections are organized according to a clear line of sight—from the high-level strategic goals, to the specific strategic priorities that drive the activities and resources, down to the individual performance indicators that measure progress in achieving the priorities.

Additionally, illustrative indicators, which tie directly to the Department's major budget and policy priorities, are presented for each strategic goal to describe in more depth the progress in specific areas and their impact on achieving key foreign affairs outcomes.

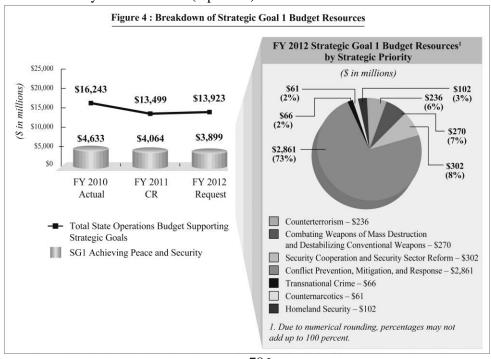
## Strategic Goal 1: Achieving Peace and Security

Preserve international peace by preventing regional conflicts and transnational crime, combating terrorism and weapons of mass destruction, and supporting homeland security and security cooperation.

The U.S. faces a broad set of dangers that know no borders and that threaten U.S. national security, including the grave danger of weapons of mass destruction falling into the wrong hands, terrorism and violent extremism, transnational crime, and persistent conflict in geostrategic States with repercussions that are felt well beyond those States' borders.

#### **Budget Resources for Strategic Goal 1**

At more than one-quarter of the overall budget request for all seven strategic goals, the Department is allocating \$3.9 billion toward Strategic Goal 1 in FY 2012, which is a 16 percent decrease over FY 2010 Actual levels (see Figure 4). In the FY 2012 budget request, the Department focuses the majority of its resources for Strategic Goal 1 in Conflict Prevention, Mitigation and Response (73 percent) and Security Cooperation and Security Sector Reform (8 percent).



#### Performance Trends for Strategic Goal 1

During FY 2010, the Department met or exceeded targets for 44 percent of its performance indicators relative to Strategic Goal 1: Achieving Peace and Security. Performance was assessed for those indicators for which current year data was available at the time of publication. For those performance indicators which were below target in FY 2010 (50 percent), the factors that contributed to not meeting the targets are discussed in the relevant CBJ chapter under "Steps to Improve." Additional information on specific performance indicators is also included in the CBJ chapters.

#### **Analysis of Key Illustrative Indicators**

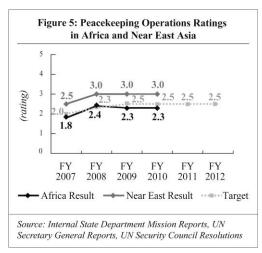
This section further details two key performance indicators to illustrate the Department's performance in areas that link to key budget and policy priorities under Strategic Goal 1–Achieving Peace and Security. For this goal, the Department focuses significant resources and efforts on both peacekeeping operations in Africa and Near East Asia (see Figure 5) and the deployment of critical expertise to conflict zones (see Figure 6). UN Peacekeeping Missions in Near East Asia received an average rating of 3 out of 4 for FY 2010, surpassing the target of 2.5. The rating mirrors the score received in FY 2008 and 2009. The FY 2010 average rating for UN Peacekeeping Missions in Africa remained at FY 2009 levels, with a score of 2.3, which is slightly below the target of 2.5. This stagnant rating reflects the increasingly difficult security, political, and economic environment in many parts of Africa.

In a rapidly and continuously changing global environment, failing and post-conflict states pose one of the greatest national and international security challenges of our time. Through the Department's Conflict Stabilization Operations (CSO), an urgent need is being addressed for a set of formalized, collaborative, and institutionalized foreign policy tools that can adequately meet the diverse stabilization needs of the global community by bringing together the government's wide range of expertise. The USG can better influence key transitional moments in fragile states if it can deploy civilians skilled in reconstruction and stabilization operations early enough to be effective. The Department has begun to do so in connection with the January 2011 referendum in South Sudan. In step with this strategy, an output indicator is being tracked that measures the average number of civilian deployments per month. Deployments increased over five-fold in FY 2010 compared to FY 2009. The Department exceeded its target of 70 deployments per month in the fourth quarter of FY 2010 but did not meet its target of 840 deployments for the full year.

## Strategic Priority: Conflict Prevention

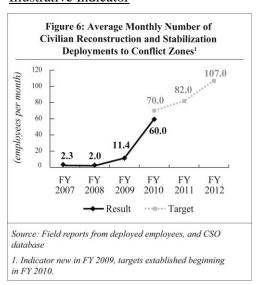
FY 2012 Request: \$2.9B; 73% of SG1 Budget

#### **Illustrative Indicator**



# **Strategic Priority: Conflict Prevention** FY 2012 Request: \$2.9B; 73% of SG1 Budget

#### Illustrative Indicator



# Performance Trends for Strategic Goal 1

(Table Key: Improved - Target not met, but performance improved over prior fiscal year.)

Performance Indicator	CBJ Chapter	FY 2008 Result	FY 2009 Result	FY 2010 Target	FY 2010 Result and Rating	FY 2011 Target	FY 2012 Target	
Strategic Goal 1: Achieving Peace a	nd Security							
Strategic Priority—Counterterroris alliances and other international arra				States, our alli	ies, and our friend	s, and strengt	hen	
Number of total NEA countries with Financial Intelligence Units that meet the standards of the Egmont Group	NEA	7	8	12	8  Below Target	13	13	
NEW APP INDICATOR: Degree of stability in Yemen as measured by the Yemeni Government's capacity to combat extremist organizations and prevent the establishment of safehavens for terrorists in Yemen, and increase public confidence in government services	NEA	See NEA chap	nalitative indicator	Improved	Qualitative indicator See NEA chapter to view results and targets			
Strategic Priority—Combating Weapons of Mass Destruction and Destabilizing Conventional Weapons: Prevent the proliferation of and trafficking in weapons of mass destruction and destabilizing conventional weapons, thereby reducing their threat to the United States, our allies, and our friends.								
Key milestones achieved in combating nuclear terrorism	ISN		ualitative indicator oter to view results		Improved	See ISN o	e indicator chapter to sults and gets	
Key milestones in achieving full denuclearization of Korean Peninsula and preventing the export of weapons of mass destruction and missile-related technology by the Democratic People's Republic of Korea	EAP		Qualitative indicator. See EAP chapter to view results and targets			Qualitative indicator See EAP chapter to view results and targets		
Key milestones in strengthening the Nuclear Non-Proliferation Treaty and the International Atomic Energy Agency	ISN		ualitative indicator oter to view results		On Target	See ISN o	e indicator chapter to sults and gets	
Status of Iran's Nuclear Weapons Program and adherence to Nuclear Non-Proliferation Treaty obligations	ISN		ualitative indicator oter to view results		Below Target	See ISN o	e indicator chapter to sults and gets	
Key milestones to achieve agreement on a framework for deep bilateral reductions with the Russian Federation and P-5 Confidence Building, including scope and supporting measures	ACV	Qualitative indicator. See ACV chapter to view results and targets			On Target	See ACV view res	e indicator chapter to sults and gets	
NEW APP INDICATOR: Verification R&D programs focus on closing key detection and verification capability gaps, identified in AVC's arms control R&D verification requirements document regarding nuclear weapons programs, foreign materials, and weapons production facilities and processes	ACV	Qualitative indicator. See ACV chapter to view results and targets		On Target	See ACV view res	e indicator chapter to sults and gets		

Performance Indicator	CBJ Chapter	FY 2008 Result	FY 2009 Result	FY 2010 Target	FY 2010 Result and Rating	FY 2011 Target	FY 2012 Target
Strategic Priority—Security Cooper and effective U.S. security ties with all				, maintain and	d, where approprie	ate, expand cl	ose, strong,
Estimated number of bilateral and multilateral joint military exercises in the Near East region	NEA	85	77	85-87	113 Above	85-87	85-87
Strategic Priority—Conflict Prevent existing or emergent regional conflicts						tion, and reso	olution of
Number of countries in sub-Saharan Africa that are rated as "critical" by the Fund for Peace Failed States Index	AF	20	22	16	22 Below Target	20	19
Numeric assessment of Sudan in Failed States Index created by the Fund for Peace	AF	113	112.4	112	111.8  Above Target	111.8	111.2
Average number of civilian reconstruction and stabilization personnel deployed to conflict zones per month	CSO	2	11.4	70	60  Improved	82	107
Increased ability to maintain law and order in the West Bank and Gaza, as measured by the World Bank Governance Indicator	NEA	22	44.8	30	Data Available Late 2011	35	50
Average rating denoting degree to which UN Peacekeeping Missions in Africa, funded through the Contributions for International Peacekeeping Activities Account, achieve pre-established U.S. Government objectives, as measured by average rating (0 = Below Target on Meeting Objectives; 5 = Above Target on Meeting Objectives)	CIPA	2.37	2.3	2.5	2.3 Below Target	2.5	2.5
Average rating denoting degree to which UN Peacekeeping Missions in Near East Asia, funded through the Contributions for International Peacekeeping Activities Account, achieve pre-established U.S. Government objectives, as measured by average rating (0 = No Objectives Met; 5 = All Objectives Met)	CIPA	3	3	2.5	3 Above Target	2.5	2.5
Average rating denoting degree to which all UN Peacekeeping Missions, funded through the Contributions for International Peacekeeping Activities Account, achieve U.S. Government objectives stated in the Department's Congressional Budget Justification for the corresponding fiscal year, as measured by average rating (0 = No Objectives Met; 5 = All Objectives	CIPA	2.6	2.5	2.5	2.7 Above Target	2.5	2.5

Performance Indicator	CBJ Chapter	FY 2008 Result	FY 2009 Result	FY 2010 Target	FY 2010 Result and Rating	FY 2011 Target	FY 2012 Target
Met)							
Strategic Priority—Transnational C by strengthening abilities to detect, inv					ten the United Sta	tes and other	countries
Indicators featured in Foreign Operations	submission						
Strategic Priority—Counternarcotic implement anti-drug standards, share systems.							
Indicators featured in Foreign Operations	submission						
Strategic Priority—Homeland Secur consular and infrastructure protection	•	onditions abroa	d that share and p	protect America	an citizens and int	erests by assi	sting
NEW APP INDICATOR: Conversion to web-based visa processing, as measured by: 1) the percentage of Non-Immigrant Visa (NIV) applications submitted electronically and; 2) the percentage of Immigrant Visa (IV) applications submitted electronically (indicator also featured under "Visa Services" Strategic	CA	-	10% (NIV) 0% (IV)	97% (NIV) 0% (IV)	97% (NIV) 0% (IV) On Target	100% (NIV) 80% (IV)	100% (NIV) 100% (IV)

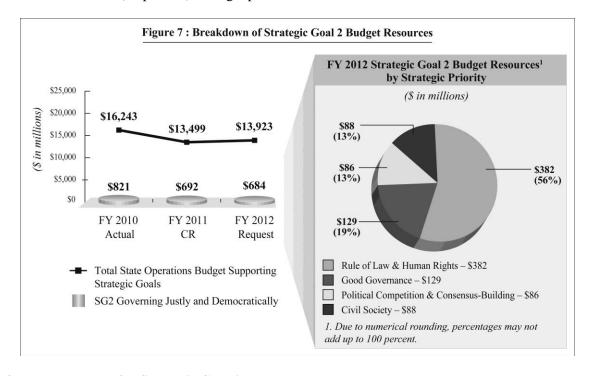
### Strategic Goal 2: Governing Justly and Democratically

Advance the growth of representative democracies and good governance, including civil society, the rule of law, respect for human rights, political competition, and religious freedom.

U.S. leadership in promoting human rights is a national tradition, a moral imperative, and a national security priority. The U.S. has long acknowledged the link between democratic governments, free societies, and peaceful nations, and devoted diplomatic efforts and foreign assistance to encouraging free elections, democratic governance, and protection of human rights based on international standards. While this commitment to promoting human rights and democracy is part of U.S. history, the dialogue on these issues continues to evolve. The Department's goals include ensuring that people are free from bodily harm, free to select their leaders, free to express themselves, and protected by the law. The USG also recognizes that in order for people to fully realize the benefits of these rights and freedoms, they must have the education and the tools to be active citizens in their country's political process.

#### **Budget Resources for Strategic Goal 2**

The Department is allocating \$684 million toward Strategic Goal 2 in FY 2012, which is a 17 percent decrease over FY 2010 Actual levels (see Figure 7). In the FY 2012 Budget Request, the Department focuses the majority of its resources for Strategic Goal 2 in Rule of Law and Human Rights (56 percent) and Good Governance (19 percent) strategic priorities.



#### **Performance Trends for Strategic Goal 2**

During FY 2010, the Department met or exceeded targets for 13 percent of its performance indicators relative to Strategic Goal 2. For those performance indicators which were below target in FY 2010 (13 percent), the factors that contributed to not meeting the targets are discussed in the relevant CBJ chapter under "Steps to Improve." Additional information on specific performance indicators is also included in the CBJ chapters.

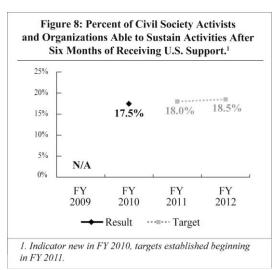
#### **Analysis of Key Illustrative Indicators**

This section further details two key performance indicators to illustrate the Department's performance in areas that link to key budget and policy priorities under Strategic Goal 2–Governing Justly and Democratically. The percentage of civil society activists able to sustain activities after six months of receiving U.S. support is an illustrative indicator (see Figure 8). Protecting fundamental freedoms of association, assembly, expression, and belief represents a key aspect of U.S. foreign policy. The Department places the protection of civil society at the forefront of the USG's human rights and democracy agenda. The Department is leveraging diplomatic tools and foreign assistance that support local activists in creating conditions necessary to reverse the disturbing trend of increased pressure on civil society activists and suppression of free speech and expression. In these challenging environments, even limited support can have a significant impact. In FY 2010, in a selection of targeted countries, 17.5 percent of activists and organizations were able to continue activities six months after receiving U.S. support. The Department is working to increase the percentage to 18.5 percent in FY 2012.

Another illustrative indicator is the improvements in media freedom in priority countries as measured by the Freedom House Freedom of the Press Index (see Figure 9). Freedom of expression and information are fundamental to citizens' ability to participate in political processes and galvanize around significant community and national issues. Press freedom is in decline in almost every part of the world, particularly in the priority countries due to the increasing restrictions on freedom of expression and the free flow of information. In FY 2007, the mean average Freedom of the Press rating for the priority countries was 67.6. In FY 2010, the mean average rating was 68.6, the higher score reflecting a worsening environment for media freedom in targeted countries. The Department is pressing ahead with innovative diplomatic engagement and programs to help reverse the trend, including increased attention to Internet Freedom. The Department supports approaches that reaffirm U.S. commitment to freedom of expression, free flow of information, and the rule of law.

Strategic Priority: Rule of Law and Human Rights FY 2012 Request: \$382M; 56% of SG2 Budget

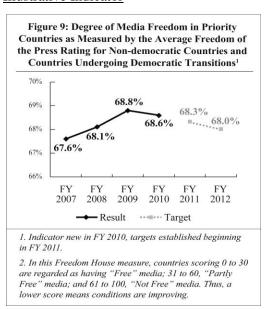
#### **Illustrative Indicator**



#### **Strategic Priority: Good Governance**

FY 2012 Request: \$129M; 19% of SG2 Budget

#### **Illustrative Indicator**



# Performance Trends for Strategic Goal 2

Performance Indicator	CBJ Chpt	FY 2008 Result	FY 2009 Result	FY 2010 Target	FY 2010 Result and Rating	FY 2011 Target	FY 2012 Target
Strategic Goal 2: Governing Justly	and Democratica	ally					
Strategic Priority—Rule of Law as state and its citizens are accountable international norms and standards.							
Average percentile score for sub- Saharan Africa on the World Bank Institute's Worldwide Governance Rule of Law Indicator (Scale = 0 to 100)	AF	28.3	28.6	28.9	28.1 Below Target	28.4	28.7
NEW APP INDICATOR: Increased labor rights in priority countries, as measured by the percentage of countries with progress on workers' rights to freedom of association after sustained USG diplomatic and/or programmatic engagement	DRL	-	-	[Baseline Year]	14.3% New Indicator No Rating	28.6%	42.9%
Strategic Priority— Good Governa people, and include institutional chec		mocratic institu	tions that are eg	fective, respons	ive, sustainable,	and accountab	ple to the
NEW APP INDICATOR: Number of cases investigating foreign security force units vetted through the Department's International Vetting Security Tracking system	DRL	-	-	[Baseline Year]	20,000 New Indicator No Rating	25,000	30,000
Control of corruption in China as measured by the World Bank's Control of Corruption percentile rank	EAP	41.1	36.2	43	Data Available Mid-2011	45	46
Progress on internal reforms prerequisite for integration into Euro-Atlantic Institutions as measured by the mean average rating		3.6 (CPI)	3.6 (CPI)	3.56 (CPI)	3.65 (CPI)	3.17 (CPI)	3.22(CPI)
for Balkan nations as reported by Transparency International's Corruption Perceptions Index and the Democracy dimension of Freedom House's Nations in Transit Index	EUR	4.03 (FH)	4.04 (FH)	No Target Set	4.04 (FH)  Above Target	4.03 (FH)	4.02 (FH)
Stable, effective, and accountable governance in Iraq, as measured by World Bank Governance indicators of Political Stability; Government Effectiveness; Rule of Law; and Control of Corruption, respectively (scale ranges from approximately - 2.5 to +2.5)	NEA	-2.69 -1.41 -1.87 -1.48	-2.33 -1.26 -1.83 -1.38	-2.49 -1.01 -1.67 -1.46	Data Available Late 2011	-2.39 -0.86 -1.57 -1.41	-2.30 -0.83 -1.50 -1.38

Performance Indicator	CBJ Chpt	FY 2008 Result	FY 2009 Result	FY 2010 Target	FY 2010 Result and Rating	FY 2011 Target	FY 2012 Target
Strategic Priority—Political Compositical processes and democratic,				he development	of transparent a	nd inclusive ele	ectoral and
Indicators featured in Foreign Operation	ns volume of the	FY 2012 Cong	ressional Budge	et Justification.			
Strategic Priority—Civil Society: a citizens can freely organize, advocate elements of civil society.							
NEW APP INDICATOR: Improvements in media freedom in priority countries, as measured by the mean average Freedom of the Press rating for non-democratic countries and countries undergoing democratic transitions according to Freedom House	DRL	68.1	68.8	[Baseline Year]	68.6 New Indicator No Rating	68.3	68.0
NEW APP INDICATOR: Increased civic activism in priority countries with repressive regimes, as measured by the percentage of civil society activists and organizations able to sustain activities after six months of receiving U.S. support	DRL	-	-	[Baseline Year]	17.5% New Indicator No Rating	18%	18.5%

## Strategic Goal 3: Investing in People

Improve health, education, and other social services to help nations create sustainable improvements in the well-being and productivity of their citizens.

NOTE: Strategic Goal 3 is mainly supported by Foreign Assistance Funding, and therefore is addressed in the Foreign Operations volume of the Department's Congressional Budget Justification.

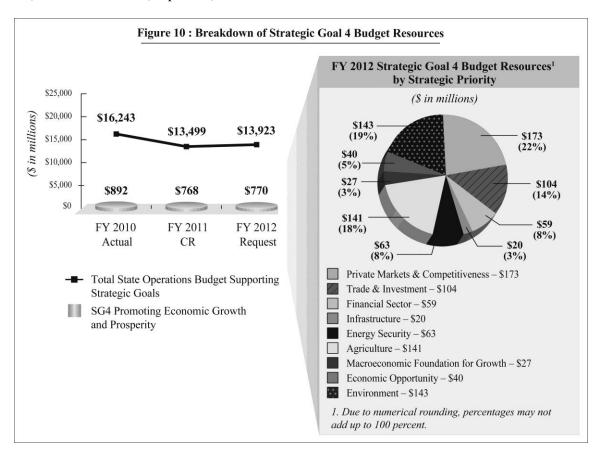
### Strategic Goal 4: Promoting Economic Growth and Prosperity

Strengthen world economic growth and protect the environment, while expanding opportunities for U.S. businesses and ensuring economic and energy security for the nation.

Through its economic and commercial diplomacy, the Department promotes U.S. business opportunities and negotiates to create favorable climates for U.S. business activities overseas. The Department leads efforts to open markets and promotes global economic partnerships which will lead to economic growth for the U.S., its trading partners, and developing countries.

#### **Budget Resources for Strategic Goal 4**

The Department is allocating \$770 million toward Strategic Goal 4 in FY 2012, which is a 14 percent decrease from FY 2010 Actual levels (see Figure 10). In the FY 2012 Budget Request, the Department focuses the majority of its resources for Strategic Goal 4 in Private Markets & Competitiveness (22 percent) and Environment (19 percent).



#### **Performance Trends for Strategic Goal 4**

During FY 2010, the Department met or exceeded targets for 40 percent of its performance indicators relative to Strategic Goal 4. Ratings were assessed for those indicators for which current year data was available at the time of publication. For those performance indicators which were below target in FY 2010 (10 percent), the factors that contributed to not meeting the targets are discussed in the relevant CBJ chapter under "Steps to Improve." Additional information on specific performance indicators is also included in the CBJ chapters.

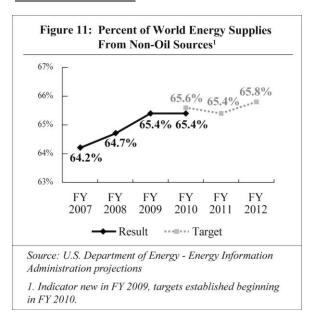
#### **Analysis of Key Illustrative Indicators**

This section further details two key performance indicators to illustrate the Department's performance in areas that link to key budget and policy priorities under Strategic Goal 4–Promoting Economic Growth and Prosperity. In the area of Energy Security, a primary focus of the Department is promoting the development and implementation of policies in foreign governments designed to diversify energy sources and foster growth in the clean energy sector. An indicator for this Strategic Goal is the percentage of world energy supplies from non-oil sources (see Figure 11). Results that indicated increased use of non-petroleum energy sources around the globe from FY 2007 to FY 2009 have since leveled off. In FY 2010, the percentage of world energy supplies from non-oil sources remained at the same level as the FY 2009 rate, likely reflecting a decrease in near-term demand and financing difficulties as a result of the global economic downturn. In the long-term, the data suggest a steady trend toward diversification of energy sources.

In the area of Trade and Investment, data reflect declining economic trends in Africa consistent with the global recession. The level of two-way trade between the U.S. and sub-Saharan Africa, another illustrative indicator for this goal, decreased in FY 2009 (see Figure 12). While data for FY 2010 are not yet available, trade is expected to rebound as part of the recovery from the recession. Recovery is vital for Africa to build on recent gains in economic growth, living standards, and poverty reduction.

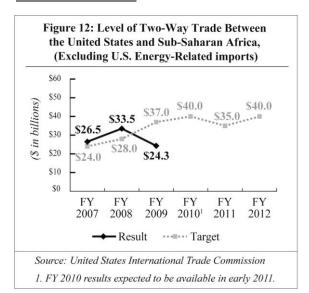
Strategic Priority: Energy Security FY 2012 Request: \$63M; 8% of SG4 Budget

#### Illustrative Indicator



# **Strategic Priority: Trade and Investment** FY 2012 Request: \$104M; 14% of SG4 Budget

#### Illustrative Indicator



# Performance Trends for Strategic Goal 4

biotechnology, and encouraging sustainable resource management.

Performance Indicator	CBJ Chpt	FY 2008 Result	FY 2009 Result	FY 2010 Target	FY 2010 Result and Rating	FY 2011 Target	FY 2012 Target
Strategic Goal 4: Promoting	Economic	Growth and P	rosperity				
Strategic Priority—Private policies that foster private sec				efforts by other c	ountries to impro	ve institutions	s, laws, and
Median World Bank regulatory quality estimate for developing countries (range: - 2.5 to 2.5)	EEB	-0.36	-0.36	-0.30	Data Available Late 2011	-0.29	028
Strategic Priority—Trade a levels, through market-openin trading system.							
Level of two-way trade between the United States and sub-Saharan Africa, excluding U.S. energy-related imports (\$ in billions)	AF	\$33.5	\$24.3	\$40	Data Available Mid-2011	\$35	\$40
by improving corporate government government government government government government government governme						ees una corrap	
	perations v	olume of the FY	Y 2012 Congres	sional Budget Ju	stification.	ouraging pub	lic-private
Indicators featured in Foreign O Strategic Priority—Infrastr	perations v  ucture: Pr  apacities fo	olume of the Fy	Y 2012 Congres  ble improvemen  management, a	sional Budget Ju  ts in foreign infra nd expanding me	stification. astructure by encourkets for tradable	ouraging pub	lic-private
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Strategic Priority—Infrastr partnerships, strengthening co indicators featured in Foreign O Strategic Priority—Energy diversified energy markets; en technologies.	perations v  ucture: Pr apacities fo  perations v  Security: acouraging	olume of the FY omote sustainal or oversight and olume of the FY Enhance U.S. a appropriate en	Y 2012 Congres  The improvement management, a  Y 2012 Congres  The desired and global energy sector investigations.	sional Budget Ju  ts in foreign infra nd expanding ma  sional Budget Ju  y security by: pr stments; and dev	stification.  astructure by encurkets for tradable stification.  comoting open and share	ouraging pub. e infrastructu d transparent ing clean and	lic-private re services. integrated, an efficient energ

Performance Indicator	CBJ Chpt	FY 2008 Result	FY 2009 Result	FY 2010 Target	FY 2010 Result and Rating	FY 2011 Target	FY 2012 Target
Number of additional countries allowing commercial use of agricultural biotechnology and percent increase in global acreage of biotech crops under cultivation	EEB	2 countries 9.4%	0 countries 7%	1 country 12%	Data Available March 2011	1 country 5%	1 country 5%
Number of countries that meet criteria for Food Security Phase 2 funding	S/ES	-	-	[Baseline Year]	0 (New Program)  New Indicator, No Rating	2-3	5
Strategic Priority—Macroecon efforts to build people's capacity partnerships.							
Financial Stability Improvement Ratio - percentage of countries with active debt relief agreements with Paris Club creditors that have an active International Monetary Fund program or have successfully completed it, and do not have protracted arrears to international creditors	EEB	87%	85%	80%	88% Above Target	85%	85%
Strategic Priority—Economic markets, improve the policy envector economic law and property right	ironment fo						
Median number of days required to start a business in countries that are not members of the Organization for Economic Cooperation and Development and median cost of starting a business as a percentage of per capita income in those countries	EEB	-	26 days 20%	25 days 19%	22 days 18.5% Above Target	24 days 18%	23 days 17%
Median number of days to start a business in Mexico and median cost of starting a business in Mexico as a percentage of per capita income	WHA	28 days 12.5%	13 days	13 days  No Cost Target Set	9 days  12.3%  Above Target	10 days	10 days 9.3%
Strategic Priority—Environm quality, and create other co-ben biodiversity, and expand low-ca	efits by usir	ig and developii			reduce greenhous		
Number of work programs established by partner economies leading to completion of 20 Low Emission Development Strategies that contain concrete actions by 2013	OES	-	[Baseline Year]	7 Interest statements/ Engagements	7 Interest Statements/ Engagements On Target	7 Work Programs	20 Work Programs

## Strategic Goal 5: Providing Humanitarian Assistance

Minimize the human costs of displacement, conflicts, and natural disasters to save lives and alleviate suffering.

NOTE: Strategic Goal 5 is mainly supported by Foreign Assistance Funding and therefore, with the exception of the following indicator, is addressed in the Foreign Operations volume of the Department's Congressional Budget Justification.

Performance Indicator	CBJ Chpt	FY 2008 Result	FY 2009 Result	FY 2010 Target	FY 2010 Result and Rating	FY 2011 Target	FY 2012 Target
Strategic Goal 5: Providing Huma Strategic Priority—Protection, A others affected by natural disaster other threats by providing disaster	Assistance, and ss and human-n	Solutions: Prot	physical harm, p	ersecution, exp			
NEW APP INDICATOR: Percentage of internally displaced persons and refugee returnees surveyed who responded that they feel safe in their location of return	осо	65.2%	80.9%	[Baseline Year]	80.4% New Indicator No Rating	82%	84%

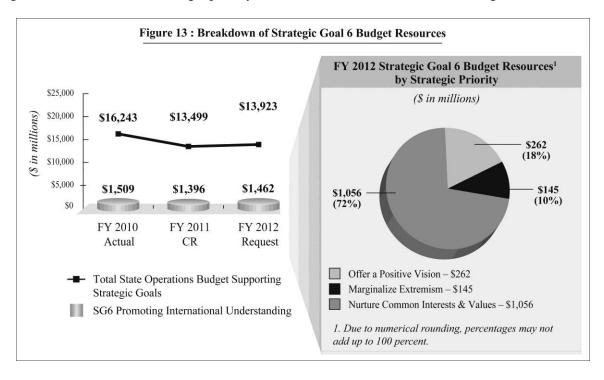
### Strategic Goal 6: Promoting International Understanding

Achieve foreign policy goals and objectives and enhance national security by fostering broad, mutually-respectful engagement and mutual understanding between American citizens and institutions, and their counterparts abroad.

The Department recognizes the central role of public diplomacy as a tool of Smart Power, which is an approach that elevates civilian power alongside military power, and an essential element for  $21^{st}$  Century statecraft. The Department has also committed to renewing America's engagement with the people of the world by enhancing mutual respect and understanding and creating partnerships aimed at solving common problems. Global challenges require the Department to identify and implement complex, multi-dimensional public engagement strategies that forge partnerships, mobilize broad coalitions, and galvanize public opinion across all sectors of society. To this end, the Department developed the first detailed global strategy for public diplomacy in over a decade—a strategic framework for  $21^{st}$  Century public diplomacy that ensures its alignment with foreign policy objectives and focuses on how public diplomacy programs and efforts support those objectives.

#### **Budget Resources for Strategic Goal 6**

The Department is allocating \$1.5 billion toward Strategic Goal 6 in FY 2012, which is a 3 percent decrease over FY 2010 Actual levels (see Figure 13). In the FY 2012 request, the Department focuses the majority of its resources for Strategic Goal 6 in Nurturing Common Interests and Values (72 percent). Programs funded under this strategic priority include educational and cultural exchanges.



#### **Performance Trends for Strategic Goal 6**

During FY 2010, the Department achieved or exceeded targets for 50 percent of its performance indicators relative to Strategic Goal 6. Ratings were assessed for those indicators for which current year data was available at the time of publication. Additional information on specific performance indicators is also included in the CBJ chapters.

#### **Analysis of Key Illustrative Indicators**

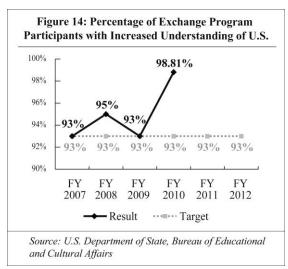
This section further details two key performance indicators to illustrate the Department's performance in areas that link to key budget and policy priorities under Strategic Goal 6–Promoting International Understanding. The Department seeks to increase international understanding through educational and cultural exchange programs that bring together American citizens with foreign participants, including up-and-coming civic, cultural, and professional leaders and scholars as well as teachers and students with high academic and leadership potential. In post-program surveys in FY 2010, nearly all foreign respondents (98.8 percent) reported a change in their understanding and knowledge of United States institutions and society as a result of their participation in the U.S. exchange program (see Figure 14). This represents a five percent increase from FY 2009 levels.

As a result of changes in understanding of the U.S., the foreign exchange participants are able to share their knowledge with others in their countries and, optimally, facilitate more openness and acceptance toward partnering on an array of common global challenges. Maintaining substantive engagement with these exchange program alumni allows the Department to leverage that change in international understanding and knowledge of the U.S. Supporting an active alumni network of exchange participants reinforces the positive interaction with the U.S. and further promotes international understanding, long after the initial exchange experience.

Another indicator the Department uses is the percentage of foreign audiences who expressed a better understanding of the U.S. after exposure to the Bureau of International Information Programs (IIP) and activities (see Figure 15). This indicator measures the impact on intended target audiences who consume these informational products. The Department transforms U.S. policies into informational products tailored to engage and persuade critically important international audiences. In FY 2009, 55 percent of IIP audiences surveyed responded that they have a better understanding of U.S. policy, society, and values. FY 2010 data on the effectiveness of international programs will be available in FY 2011.

Strategic Priority: Nurture Common Interests FY 2012 Request: \$1.06B; 72% of SG6 Budget

#### **Illustrative Indicator**



**Strategic Priority: Offer a Positive Vision** FY 2012 Request: \$262M; 18% of SG6 Budget

#### Illustrative Indicator

Figure 15: Percent of Foreign Audiences with a Better Understanding of U.S. Policy, Society and Values after Exposed to International Information Programs, Products, and Activities1 100% 80% 60% 57% 58% 56% 40% 20% 0% FY FY FY FY FY 2012 2007 2009 2010 2011 ····· Target - Result Source: Public Diplomacy Impact Study 1. Indicator new in FY 2007 and then rebaselined in FY 2008. As a result, FY 2008 results data not collected.

1. Indicator new in FY 2007 and then rebaselined in FY 2008. As a result, FY 2008 results data not collected. This graph shows FY 2007 results under the original data collection methodology, then FY 2009 results under the new baseline. FY 2010 results data is expected to be available in

early 2011.

# Performance Trends for Strategic Goal 6

Performance Indicator	CBJ Chpt	FY 2008 Result	FY 2009 Result	FY 2010 Target	FY 2010 Result and Rating	FY 2011 Target	FY 2012 Target
strategic Goal 6: Promoting International Property—Offer a Positiv people, by sponsoring educational programs.	e Vision: Offe	er a positive visi					
Initiation or implementation of positive change in local organizations or communities by IIP foreign audiences as measured by the percentage of IIP program participants surveyed who responded that they applied knowledge gained from the program to improve their local organization or community	IIP	1	54%	-	Data Available FY 2011	56%	-
Percent of foreign audiences with a better understanding of U.S. policy, society and values after exposure to International Information Programs, products, and activities	IIP	Biennial Indicator	55%	Biennial Indicator	Data Available FY 2011	57%	Biennial Indicator
Strategic Priority—Nurture Comi through messages and programs but counterparts.							
Percentage of participants who increased or changed their understanding of the United States immediately following their program	ECE	95%	93%	93%	98.81%  Above Target	93%	93%
Number of articles accurately portrayed or broadcast by journalists participating in Foreign Press Center programs	PA	-	70	100	100 <b>On Target</b>	200	250
Strategic Priority—Marginalize Exgood governance, and economic and			by promoting ed	lucational and	cultural exchan	ges, democratiz	eation,
No representative indicators included i	n this submissi	on. New indica	tors under develo	opment.			

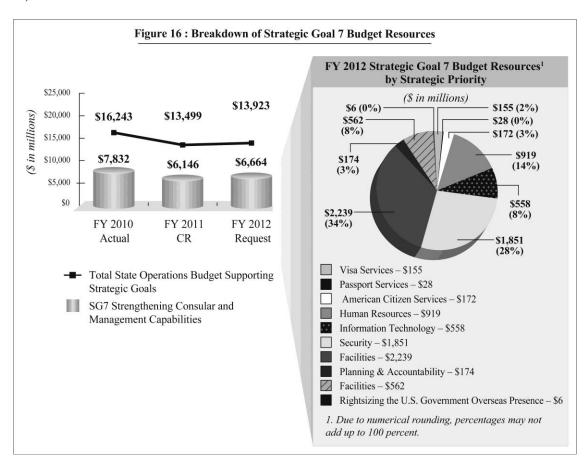
## Strategic Goal 7: Strengthening Consular and Management Capabilities

Assist American citizens to travel, conduct business and live abroad securely, and ensure a high quality workforce supported by modern, secure infrastructure and operational capabilities.

Approximately four million Americans reside abroad, and Americans make about 60 million trips overseas every year. The Department helps them prepare for crises and avoid problems abroad through its consular services, which certifies the birth of American citizens born abroad, and assists families when an American dies overseas. The Department also assists Americans whose children have been wrongfully taken to or kept in foreign countries, a growing problem. During times of crises, such as the January 2010 earthquake in Haiti, the Department adapts quickly to fluctuations in demand for its services as demonstrated by its quick response to Haiti with a major effort involving over a thousand Department volunteers. The Department also continues, in collaboration with the Department of Homeland Security and other agencies, to protect America's homeland with improved technology and efficiency at ports of entry and in visa processing, smarter screening technology, and more secure U.S. travel documents—both visas and passports.

#### **Resources for Strategic Goal 7**

The Department is allocating \$6.7 billion toward Strategic Goal 7 in FY 2012, which is a 15 percent decrease over FY 2010 Actual levels (see Figure 16). In the FY 2012 Budget Request, the Department focuses the majority of its resources for Strategic Goal 7 in Facilities (34 percent) and Security (28 percent).



#### **Performance Trends for Strategic Goal 7**

During FY 2010, the Department achieved or exceeded targets for 52 percent of its performance indicators relative to Strategic Goal 7. For those performance indicators which were below target in FY 2010 (33 percent), the factors that contributed to not meeting the targets are discussed in the relevant CBJ chapter under "Steps to Improve." Additional information on specific performance indicators is also included in the CBJ chapters.

#### **Analysis of Key Illustrative Indicators**

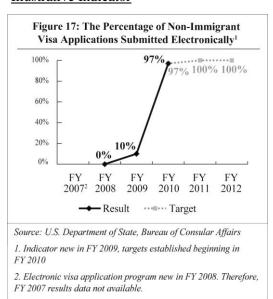
This section further analyzes two key performance indicators to illustrate the Department's performance in areas that link to key budget and policy priorities under Strategic Goal 7–Strengthening Consular and Management Capabilities. The first illustrative indicator for this goal is the percentage of non-immigrant visa applications submitted electronically (see Figure 17). With a 97 percent success rate in FY 2010, the Department has made significant progress toward conversion to a fully electronic visa application process. Using a variety of automated research tools and databases, the Department is able to more effectively screen applicants who may be ineligible for a visa for national security reasons.

Another illustrative indicator for this Strategic Goal is the number of USG personnel moved into safer and more secure and functional facilities (see Figure 18). American embassies overseas provide the diplomatic platform for all U.S. civilian agencies, and the Department is responsible for providing and maintaining secure, safe, and functional facilities for personnel at overseas posts. In FY 2010, the total cumulative number of USG personnel moved into these facilities slightly exceeded the target.

#### **Strategic Priority: Security**

FY 2012 Request: \$1.9B; 28% of SG7 Budget

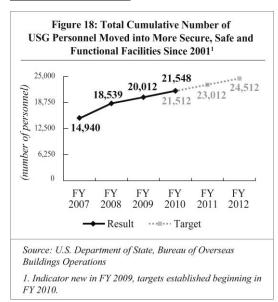
#### Illustrative Indicator



#### Strategic Priority: Facilities

FY 2012 Request: \$2.2B; 34% of SG7 Budget

#### Illustrative Indicator



# Performance Trends for Strategic Goal 7

 $(\textbf{\textbf{Table Key:}} \ Improved \ \textbf{-} \ Target \ not \ met, \ but \ performance \ improved \ over \ prior \ fiscal \ year.)$ 

Performance Indicator	CBJ Chpt	FY 2008 Result	FY 2009 Result	FY 2010 Target	FY 2010 Result and Rating	FY 2011 Target	FY 2012 Target
Strategic Goal 7: Strengthening Consu	lar and Mana	ngement Capa	abilities				
Strategic Priority: Visa Services—Sa facilitating legitimate travel.	afeguard U.S.	borders throuş	gh vigilance in	adjudicating vi	sa applications wh	ile simultaneou	sly
NEW APP INDICATOR: Conversion to web-based visa processing as measured by the percentage of Non-Immigrant Visa (NIV) applications submitted electronically and the percentage of Immigrant Visa (IV) applications submitted electronically (indicator also featured under "Homeland Security" Strategic Priority)	CA	0% (NIV) 0% (IV)	10% (NIV) 0% (IV)	97% (NIV) 0% (IV)	97% (NIV) 0% (IV) On Target	100% (NIV) 80% (IV)	100% (NIV) 100% (IV)
Strategic Priority: Passport Services	—Provide An	ierican citizen	s with secure p	passports, delive	ered in a timely ma	nner.	
Accuracy of the adjudication process as measured by the percentage of audited passport issuances found to have a high likelihood of Issuance in Error	CA	0.2%	0.2%	[Baseline Year]	Data Available Mid 2011	.15%	.1%
Percentage of passport applications processed within the targeted timeframe	CA	100%	98.9%	100%	100% On Target	100%	100%
Strategic Priority: American Citizer such as assistance in cases of death, il							g abroad,
Customer satisfaction with quality of, and access to, reliable and relevant information on travel.state.gov as measured by the overall American Customer Satisfaction Index (ASCI) score (out of 100)	CA	-	-	[Baseline Year]	75 New Indicator No Rating	75	> 75
Strategic Priority: Human Resource requirements.	s—Recruit an	d sustain a hig	th performing,	well trained, ar	nd diverse work for	ce aligned with	mission
Foreign Service Institute language training success rate as measured by the percentage of Department of State students in critical needs languages who attain skill objective	FSI	89%	80%	80%	88% Above Target	80%	80%
NEW APP INDICATOR: Percentage of overseas positions that are vacant	HR	-	15%	10%	16.7%  Below Target	8%	6%
Vacancy rate for Civil Service positions	HR	-	9.8%	9%	8.5% Above Target	7%	6%

66%  Below Target  86%  Above Target  a quality information  0% [Baseline]  New Indicator No Rating  New Indicator No Rating	70%  85%  on technology sy  55%  25%	40%
Above Target  Ow [Baseline]  New Indicator No Rating  Ow [Baseline]  New Indicator No Rating	on technology sy	66% 40%
0% [Baseline]  New Indicator No Rating  0% [Baseline]  New Indicator No Rating	25%	40%
New Indicator No Rating  0% [Baseline]  New Indicator No Rating	25%	40%
New Indicator No Rating		
42%	67.5%	5004
Improved		70%
al security informa	ation from comp	romise.
70 Above Target	74	74
On Target		e indicator pter to view nd targets
and domestic perso	sonnel.	
Improved	Qualitative See A chap results ar	
Above Target	Qualitative See A chap results ar	
.9	1 (or less)	1 (or less)
	Above Target  On Target  and domestic pers  Improved  Above Target	Above Target On Target On Target  Qualitative See DS charesults are  and domestic personnel.  Improved Qualitative See A charresults are Qualitative See A charresults are  Qualitative See A charresults are  qualitative See A charresults are  Qualitative See A charresults are

Performance Indicator	CBJ Chpt	FY 2008 Result	FY 2009 Result	FY 2010 Target	FY 2010 Result and Rating	FY 2011 Target	FY 2012 Target
Average duration growth and cost growth for capital construction projects completed annually	ESCM	-	9% duration 14% cost	25% duration 5% cost	18% duration 18% cost Below Target	25% duration 5% cost	25% duration 5% cost
Total cumulative number of U.S. Government personnel moved into more secure, safe, and functional facilities since 2009	ESCM	18,539	20,012	21,512	21,548 On Target	23,012	24,512
Completion and timely submission of Post Annual Facility Condition Surveys (AFCS), Post Annual Inspection Summaries (AIS), preparation of the annual Long Range Overseas Maintenance Plans, and annually prioritize maintenance, repair, and improvement projects (1)	ESCM	-	89% AFCS 87% AIS	90% AFCS 90% AIS	80% AFCS 80% AIS Below Target	89% AFCS 89% AIS	89% AFCS 89% AIS
Strategic Priority: Planning and Acc performance planning.	countability—	-Continuously	improve finar	icial performand	ce and integrate bu	dgeting with str	rategic and
Percentage of UN specialized agencies funded by the Contributions for International Organizations account that have demonstrated progress on 5 or more goals of the UN Transparency and Accountability Initiative	CIO	54%	72%	76%	91% Above Target	81%	100%
Percentage of recommendations resolved within the appropriate timeframe (6 months for inspections and 9 months for audits and evaluations)	OIG	87%	91%	82%	79% Below Target	85%	86%
Monetary benefits: questioned costs, funds put to better use, cost savings, recoveries, efficiencies, restitutions, and fines (in millions)	OIG	\$23	\$26.4	\$12.5	\$25.5  Above Target	\$17.8	\$19.0
Quality of ICASS system measured by: percentage of invoiced amounts received in first 90 days of fiscal year; average customer satisfaction rating for the Management Officer/Council Chair (MO/CC) workshops (out of 5); percentage of posts that receive an "A" on their ICASS Budget Scorecard	RM	95.6% 4.35 MO/CC 4.22%	95% 3.27 MO/CC 88.5%	95% 4.2 MO/CC 90%	99.9% 3.7 MO/CC 87% Improved	95% 4.2 MO/CC 95 %	95% 4.2 MO/CC 95 %
Agency Financial Report is issued on- time with an unqualified Statement of Assurance on Internal Controls Over Financial Reporting; financial statements achieve an unqualified audit opinion	RM	No	Yes	Yes	No Below Target	Yes	Yes

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<sup>(1)</sup> The latter two measures are qualitative. See the ESCM chapter to view results and targets.

Performance Indicator	CBJ Chpt	FY 2008 Result	FY 2009 Result	FY 2010 Target	FY 2010 Result and Rating	FY 2011 Target	FY 2012 Target
Quality of the Department's financial services as measured by the percentage of aggressive monthly ISO 9001 performance metric goals met or exceeded for the Department's core financial operations	RM	68%	88%	75%	77% Above Target	80%	80%
Strategic Priority: Administrative ServicesDeliver customer-oriented and innovating administrative and information services, acquisitions, and assistance							
Cumulative variance from planned cost and schedule for the Integrated Logistics Management System	RM	-	-0.25%; -0.80%	Both less than +/- 5%	1.38%; 04% On Target	Both less than +/- 5%	Both less than +/- 5%